MULTIMEDIA UNIVERSITY STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BIS2024 – BUSINESS INFORMATION SYSTEMS

(All sections / Groups)

12 OCTOBER 2017
2:30 P.M. – 4:30 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages with 5 Questions only.
2. Attempt any **FOUR** out of FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) A big part of business intelligence is an area called predictive analytics; explain the use of the predictive analytics, and how it is used to improve an organization's business process efficiencies and describe with one example.

(9 marks)

b) How could a company use loyalty programs to influence buyer power? How could a company use switching costs to lock in customers and suppliers?

(16 marks)

(Total: 25 marks)

QUESTION 2

a) How can a manager use automation, streamlining, and business process reengineering to gain operational efficiency and effectiveness?

(12 marks)

b) What types of technology could big retailers use to prevent identity thieves from stealing information?

(13 marks)

(Total: 25 marks)

Continued...

QUESTION 3

a) What is the difference between a disaster recovery plan and a business continuity plan?

(12 marks)

b) Explain how a marketing department could use data visualization tool to help with the release of a new product.

(13 marks)

(Total: 25 marks)

QUESTION 4

a) List 10 products that could possibly be affected by a problem in the U.S. milk supply chain. What would be the damages to an ice cream business that used contaminated milk in its manufacturing process? Who do you think should be held liable for such an issue?

(13 marks)

b) Evaluate the different systems development methodologies. Which one would have most significantly increased the chances of the project's success?

(12 marks)

(Total: 25 marks)

Continued...

QUESTION 5

a) Explain the importance of documenting entity relationship diagrams.

(8 marks)

b) Define data warehousing and data marts and explain how they support business decisions.

(17 marks)

(Total: 25 marks)

End of Page